

THE AWESOME NEW ZEALAND SPORTS FUNDRAISER COOKBOOK



INTRODUCTION

After successfully raising more than \$250,000 for deserving organisations in New Zealand with “Cooking 4 Change”, our 2016 cookbook featuring 101 famous New Zealanders, we are doing it again!

This time, we are inviting you as part of 80 New Zealand sports personalities to help us achieve our goal of raising \$1m for sports clubs, schools and other organisations.



ABOUT THE BOOK

The Awesome New Zealand Sports Fundraiser Cookbook, or as we call it “TANZSFC”, features stories and anecdotes from 80 of New Zealand’s best known sports personalities, accompanied by 80 kiwiana recipes from our team of top Kiwi chefs — making it the perfect fundraising tool for sports clubs and schools.



HOW TO GET INVOLVED

Getting involved is as easy as 1, 2, 3...

- **Quick fire questions**
We'll send you 10 questions for you to answer online – it will only take 5-10 minutes of your time.
- **Your photo**
Do you have a photo we could use in the book? It could be yourself in a social environment, eating with friends, at home with family, or even a professional in-action shot! Smartphones do have amazing cameras, and the quality will be more than enough to print in a book. Our designer will be able to do 'final tweaks' to the image if necessary.
- **Your autograph**
Last but not least we'd love to get your autograph. This is very easy, too. All you need to do is sign on a piece of paper, photograph it and send it through.

The photo together with the questions and the autograph will then be printed in the book.

Nothing gets published without your consent, of course. We'll send you a proof before it goes to print, and you'll also receive a couple of copies of the book as a memory of your cookbook debut!

A top-down view of a rustic dining table. Two white bowls filled with a creamy seafood soup are the central focus. The soup contains mussels, shrimp, and small orange cubes. It is garnished with fresh dill. To the left of the bowls are two slices of toasted bread and a wooden spoon with a round head. To the right is a silver spoon and a folded white napkin with a decorative hem. The table surface is made of weathered, greyish-brown wood.

DO I HAVE TO COOK?

Don't worry, you don't have to cook. All we want to hear about is your food anecdotes. Our chefs will take care of all the recipes in the book.

OUR CHEFS

We have joined forces with three of New Zealand's best-known chefs for this book.



Alison Lambert

Alison, who was raised in Otago, has close to 20 years of international cooking and senior management experience in restaurants in London, France, Spain, Greece and Switzerland. During her time in London she cooked at Gordon Ramsay's 'Aubergine' and at 'The River Cafe' alongside Jamie Oliver.



Martin Bosley

"Eat what's in season, what's local, and what's fresh!" has been Martin's philosophy throughout his professional career. With over 30 years experience in New Zealand's gastronomic wonderland, chef-restaurateur, columnist, author and pioneer of New Zealand food culture Wellington-based Martin 'Boz' Bosley has cemented his name among the greats.



Mark Southon

Mark is a New Zealand celebrity chef and television personality. He was the resident chef for Three's morning show The Cafe. Mark recently started his position as executive chef of Auckland's latest Hilton hotel in Karaka.



OUR DESIGNER, GREG STRAIGHT

Greg has grown to become one of NZ's most prolific illustrators carving out a niche generating custom illustrations for high profile brands wanting to stand out. Greg's work is all around us, as well as nationwide campaigns for household brands, you'll find his designs featuring on tote bags, reusable coffee cups, drink labels, billboards and magazine covers. His distinctive yet versatile style has become in demand by a number of iconic kiwi brands and international clients.



HOW THE FUNDRAISER WORKS FOR CLUBS AND SCHOOLS

It's very easy for sports clubs and schools to raise funds with this cookbook; We produce the book, they sell it!

The good thing is that clubs and schools do not have any upfront costs. We produce the books, send them out and they pay when they sell.

The books have an RRP of \$50. Clubs and schools selling the book make at least \$25 per book, with the remainder cost being the production and printing costs.



THANK YOU FOR YOUR SUPPORT

We really do appreciate your help to get this off the ground to support sports in New Zealand.

We have partnered up with online picture framer 'Frame me Baby' and as a thank you will receive a \$500 framing voucher. Get that special jersey framed and on the wall or buy some art for your home – Whatever it is, Frame me Baby caters for all your framing needs.



THE TEAM BEHIND TANZSFC

We are Lunch Boys Publishing, publishers of New Zealand fine arts and books.

Back in 2011, exclusively publishing Dick Frizzell's art for a wider audience. We quickly added more artists to the family, including Grahame Sydney, Don Binney and many more.

Our first book came out in 2016 helped raise more than \$250,000 for deserving New Zealand organisations – “Cooking 4 Change” featured 101 famous Kiwis including Taika Waititi, Sam Neil and Lucy Lawless, in their homes, sharing their favourite recipes.

We published another 10 cookbooks and Sir Michael Hill's latest book “Catch & Release”.

We're now back on a mission to raise at least \$1m for our amazing sports community of Aotearoa with this fabulous cookbook.



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GET IN TOUCH

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